



Station Order Revised Heinrich for Senate 2012

Market: Albuquerque

Estimate ID
11804

Flight Dates: Monday, September 10, 2012 to Sunday, September 16, 2012

Contact: Jim Giudicessi

Phone: 505-246-2222

Email: Jim.Giudicessi@krae.com

Fax: 505-944-0259

Direct: 505-998-9530

203/10/12
Jim 9/5/12

KASA-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 10	Sep 11	Sep 12	Sep 13	Sep 14	Sep 15	Sep 16	
Judge Mathis	DT	M-F		\$75.00			1		1			2
1:00 PM 2:00 PM		30		\$150.00								
Sold out at LUR per KASA. Move to L3 to clear.												
Ricki Lake	EF	M-F		\$75.00	2		1	2	1			6
3:00 PM 4:00 PM		30		\$450.00								
Sold out at LUR per KASA. Move to L3 to clear.												
Funny Videos	EF	M-F		\$100.00	1		2	1	2			6
4:00 PM 5:00 PM		30		\$600.00								
Sold out at LUR per KASA. Move to L3 to clear.												
Extra	EF	M-F		\$100.00	1		1	1	1			4
5:00 PM 5:30 PM		30		\$400.00								
Family Feud	PA	M-F		\$200.00	1		1	1	1			4
6:00 PM 6:30 PM		30		\$800.00								
Family Feud	PA	M-F		\$200.00	1		1	1	1			4
6:30 PM 7:00 PM		30		\$800.00								
Hell's Kitchen	PT	M		\$800.00	1							1
7:00 PM 8:00 PM		30		\$800.00								
Masterchef	PT	M		\$800.00	1							1
8:00 PM 9:00 PM		30		\$800.00								
X-Factor	PT	W		\$1,300.00			1					1
7:00 PM 9:00 PM		30		\$1,300.00								
X-Factor	PT	Th		\$2,100.00				1				1
7:00 PM 8:00 PM		30		\$2,100.00								
Sold out at LUR per KASA. Move to L3 to clear.												
Touch	PT	F		\$500.00					1			1
7:00 PM 8:00 PM		30		\$500.00								
Sold out at LUR per KASA. Move to L3 to clear.												
KASA 9p News	LN	M-F		\$400.00	2		1	1	1			5
9:00 PM 9:30 PM		30		\$2,000.00								

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 9/5/2012 5:02:46 PM

KASA-TV

Page 1 of 2



Station Order Revised Heinrich for Senate 2012

Market: Albuquerque

Flight Dates: Monday, September 10, 2012 to Sunday, September 16, 2012

Estimate ID
11804

Contact: Jim Giudicessi

Phone: 505-246-2222

Email: Jim.Giudicessi@krqe.com

Fax: 505-944-0259

Direct: 505-998-9530

KASA-TV

Program Name	DP	Length	Days	Gross Rate	Mon Sep 10	Tue Sep 11	Wed Sep 12	Thu Sep 13	Fri Sep 14	Sat Sep 15	Sun Sep 16	Total
KASA 9:30p News 9:30 PM 10:00 PM	LN	M-F 30		\$300.00 \$1,500.00	1		1	2	1			5
Saturday 9p News 9:00 PM 9:30 PM	LN	Sa 30		\$275.00 \$275.00						1		1
Saturday 9:30p News 9:30 PM 10:00 PM	LN	Sa 30		\$250.00 \$250.00						1		1
Sunday 9:30p News 9:30 PM 10:00 PM	LN	Su 30		\$700.00 \$700.00							1	1
Sold out at LUR per KASA. Move to L3 to clear.												
Station Gross Totals				\$13,425.00	11		10	10	10	2	1	44

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastراتيجies.com

Date/Time Sent: 9/5/2012 5:02:47 PM

KASA-TV

Page 2 of 2



Station Buy Detail Albuquerque-Santa Fe,TV

Est ID: 11804

Client: Heinrich for Senate 2012

Flight Dates: Monday, September 10, 2012 to Sunday, September 16, 2012

KASA-TV

Program Name	DP	Length	Days	Mon							Total		
				Sep 10	Tue Sep 11	Wed Sep 12	Thu Sep 13	Fri Sep 14	Sat Sep 15	Sun Sep 16	Total		
Judge Mathis 1:00 PM - 2:00 PM	DT	M-F	30			1		1			2		
Sold out at LUR per KASA. Move to L3 to clear.													
Ricki Lake	EF	M-F		2		1	2	1			6		
3:00 PM - 4:00 PM		30											
Sold out at LUR per KASA. Move to L3 to clear.													
Funny Videos	EF	M-F		1		2	1	2			6		
4:00 PM - 5:00 PM		30											
Sold out at LUR per KASA. Move to L3 to clear.													
Extra	EF	M-F		1		1	1	1			4		
5:00 PM - 5:30 PM		30											
Family Feud	PA	M-F		1		1	1	1			4		
6:00 PM - 6:30 PM		30											
Family Feud	PA	M-F		1		1	1	1			4		
6:30 PM - 7:00 PM		30											
Hell's Kitchen	PT	M		1							1		
7:00 PM - 8:00 PM		30											
X-Factor	PT	W			1						1		
7:00 PM - 9:00 PM		30											
X-Factor	PT	Th				1					1		
7:00 PM - 8:00 PM		30											
Sold out at LUR per KASA. Move to L3 to clear.													
Touch	PT	F						1			1		
7:00 PM - 8:00 PM		30											
Sold out at LUR per KASA. Move to L3 to clear.													
Masterchef	PT	M		1							1		
8:00 PM - 9:00 PM		30											
Saturday 9p News	LN	Sa							1		1		
9:00 PM - 9:30 PM		30											
KASA 9p News	LN	M-F		2		1	1	1			5		
9:00 PM - 9:30 PM		30											



Station Buy Detail
Albuquerque-Santa Fe, TV

Est ID: 11804

Client: Heinrich for Senate 2012

Flight Dates: Monday, September 10, 2012 to Sunday, September 16, 2012

KASA-TV

Program Name	DP	Length	Days	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 10	Sep 11	Sep 12	Sep 13	Sep 14	Sep 15	Sep 16	
Saturday 9:30p News 9:30 PM - 10:00 PM	LN	30	Sa	\$250.00 \$250.00						1		1
Sunday 9:30p News 9:30 PM - 10:00 PM	LN	30	Su	\$700.00 \$700.00							1	1
Sold out at LUR per KASA. Move to L3 to clear.												
KASA 9:30p News 9:30 PM - 10:00 PM	LN	30	M-F	\$300.00 \$1,500.00	1		1	2	1			5
Station Totals				\$13,425.00	11		10	10	10	2	1	44
Station Net				\$11,411.25								

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

KASA-TV

Jim Giudicessi

13 Broadcast Plz SW Albuquerque NM

Page 2 of 2

Spot Manager: All, 09/10/12-09/16/12

09/10/12

Alt Order #	Advertiser	Order	Inv. Code	Book	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 09/10/12													
Station: KASA													
	POL/Heinrich fi	203725 M-F 3-4p			3p-4p	:30	P3	KASA	HEINRICH I11804		3:09:24 PM	MHTV1204H	\$75.00
	POL/Heinrich fi	203725 M-F 3-4p			3p-4p	:30	P3	KASA	HEINRICH I11804		3:48:30 PM	MHTV1202H	\$75.00
	POL/Heinrich fi	203725 M-F 4-5p			4p-5p	:30	P3	KASA	HEINRICH I11804		4:46:18 PM	MHTV1204H	\$100.00
	POL/Heinrich fi	203725 M-F 5-530p			5p-530p	:30	P5	KASA	HEINRICH I11804		5:14:26 PM	MHTV1204H	\$100.00
	POL/Heinrich fi	203725 M-F 6p-630p			6p-630p	:30	P5	KASA	HEINRICH I11804		6:04:35 PM	MHTV1202H	\$150.00
	POL/Heinrich fi	203725 M-F 630p-7p			630p-7p	:30	P5	KASA	HEINRICH I11804		6:40:25 PM	MHTV1204H	\$150.00
	POL/Heinrich fi	203725 Mon Hour 1			7p-8p	:30	P5	KASA	HEINRICH I11804		7:39:40 PM	MHTV1204H	\$800.00
	POL/Heinrich fi	203725 Mon Hour 2			8p-9p	:30	P5	KASA	HEINRICH I11804		8:14:35 PM	MHTV1202H	\$800.00
	POL/Heinrich fi	203725 M-F News 13 on 9p-930p			9p-930p	:30	P5	KASA	HEINRICH I11804		9:08:31 PM	MHTV1204H	\$400.00
	POL/Heinrich fi	203725 M-F News 13 on 9p-930p			9p-930p	:30	P5	KASA	HEINRICH I11804		9:28:15 PM	MHTV1204H	\$400.00
	POL/Heinrich fi	203725 M-F News 13 on 930p-10p			930p-10p	:30	P5	KASA	HEINRICH I11804		9:38:11 PM	MHTV1202H	\$300.00
													\$3,350.00
													\$3,350.00
Date: 09/12/12													
Station: KASA													
	POL/Heinrich fi	203725 M-F 630p-7p			630p-7p	:30	P5	KASA	HEINRICH I11804				\$150.00
	POL/Heinrich fi	203725 M-F 5-530p			5p-530p	:30	P5	KASA	HEINRICH I11804				\$100.00
	POL/Heinrich fi	203725 M-F 6p-630p			6p-630p	:30	P5	KASA	HEINRICH I11804				\$150.00
	POL/Heinrich fi	203725 M-F 4-5p			4p-5p	:30	P3	KASA	HEINRICH I11804				\$100.00
	POL/Heinrich fi	203725 Wed Hour 1			7p-8p	:30	P5	KASA	HEINRICH I11804		1:48:40 PM		\$75.00
	POL/Heinrich fi	203725 M-F 1-2p			1p-2p	:30	P3	KASA	HEINRICH I11804		3:38:51 PM		\$75.00
	POL/Heinrich fi	203725 M-F 3-4p			3p-4p	:30	P3	KASA	HEINRICH I11804		4:13:56 PM		\$100.00
	POL/Heinrich fi	203725 M-F 4-5p			4p-5p	:30	P3	KASA	HEINRICH I11804		9:18:52 PM		\$400.00
	POL/Heinrich fi	203725 M-F News 13 on 9p-930p			9p-930p	:30	P5	KASA	HEINRICH I11804		9:48:57 PM		\$300.00
	POL/Heinrich fi	203725 M-F News 13 on 930p-10p			930p-10p	:30	P5	KASA	HEINRICH I11804				\$2,750.00
													\$2,750.00
Date: 09/13/12													
Station: KASA													
	POL/Heinrich fi	203725 Thur Hour 1			7p-8p	:30	P3	KASA	HEINRICH I11804				\$2,100.00
	POL/Heinrich fi	203725 M-F News 13 on 930p-10p			930p-10p	:30	P5	KASA	HEINRICH I11804				\$300.00
	POL/Heinrich fi	203725 M-F 3-4p			3p-4p	:30	P3	KASA	HEINRICH I11804				\$75.00
	POL/Heinrich fi	203725 M-F 630p-7p			630p-7p	:30	P5	KASA	HEINRICH I11804				\$150.00
	POL/Heinrich fi	203725 M-F 6p-630p			6p-630p	:30	P5	KASA	HEINRICH I11804				\$150.00
	POL/Heinrich fi	203725 M-F 5-530p			5p-530p	:30	P5	KASA	HEINRICH I11804				\$100.00
	POL/Heinrich fi	203725 M-F 4-5p			4p-5p	:30	P3	KASA	HEINRICH I11804				\$100.00
	POL/Heinrich fi	203725 M-F News 13 on 930p-10p			930p-10p	:30	P5	KASA	HEINRICH I11804		1:10:24 PM		\$300.00
	POL/Heinrich fi	203725 M-F 1-2p			1p-2p	:30	P3	KASA	HEINRICH I11804		3:09:09 PM		\$75.00
	POL/Heinrich fi	203725 M-F 3-4p			3p-4p	:30	P3	KASA	HEINRICH I11804		9:28:45 PM		\$400.00
	POL/Heinrich fi	203725 M-F News 13 on 9p-930p			9p-930p	:30	P5	KASA	HEINRICH I11804				\$3,825.00
													\$3,825.00
Date: 09/14/12													
Station: KASA													
	POL/Heinrich fi	203725 M-F 4-5p			4p-5p	:30	P3	KASA	HEINRICH I11804				\$100.00
	POL/Heinrich fi	203725 M-F 6p-630p			6p-630p	:30	P5	KASA	HEINRICH I11804				\$150.00
	POL/Heinrich fi	203725 M-F News 13 on 930p-10p			930p-10p	:30	P5	KASA	HEINRICH I11804				\$300.00
	POL/Heinrich fi	203725 M-F 630p-7p			630p-7p	:30	P5	KASA	HEINRICH I11804				\$150.00
	POL/Heinrich fi	203725 M-F 3-4p			3p-4p	:30	P3	KASA	HEINRICH I11804		3:18:18 PM		\$75.00
	POL/Heinrich fi	203725 M-F 4-5p			4p-5p	:30	P3	KASA	HEINRICH I11804		4:45:18 PM		\$100.00
	POL/Heinrich fi	203725 M-F 5-530p			5p-530p	:30	P5	KASA	HEINRICH I11804		5:23:24 PM		\$100.00
	POL/Heinrich fi	203725 Fri Hour 1			7p-8p	:30	P3	KASA	HEINRICH I11804		7:15:05 PM		\$500.00
	POL/Heinrich fi	203725 M-F News 13 on 9p-930p			9p-930p	:30	P5	KASA	HEINRICH I11804		9:19:07 PM		\$400.00
													\$1,875.00
													\$1,875.00
Date: 09/15/12													
Station: KASA													
	POL/Heinrich fi	203725 Sa News 13 on F 9p-930p			9p-930p	:30	P5	KASA	HEINRICH I11804		9:09:20 PM		\$275.00
	POL/Heinrich fi	203725 Sa News 13 on F 930p-10p			930p-10p	:30	P5	KASA	HEINRICH I11804		9:38:26 PM		\$250.00

[Sorted by: Date]

Spot Manager: All, 09/10/12-09/16/12

10 weeks

Alt Order #	Advertiser	Order	Inv. Code	Book	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 09/15/12													
Station: KASA													
Date: 09/16/12													
Station: KASA													
POL/Heinrich fr 203725 Su News 13 on F 930p-10p :30 P3 KASA HEINRICH I11804 9:48:57 PM													
</													

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KASA-TV Albuquerque	Date: 9/5/2012
--	--------------------------

I, Media Strategies and Research,
 being on behalf of: Martin Heinrich, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Senate
 in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, September 10, 2012			Sunday, September 16, 2012		

Total Charges: \$13,425.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Wednesday, September 05, 20

Date

Valerie J. Borrego

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title